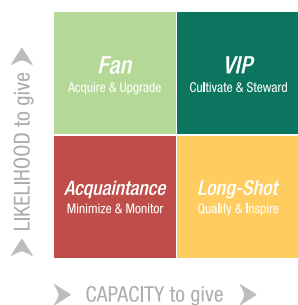


The Giving Score™



The Giving Score applies Smart Analytics to your database by segmenting your constituents into four unique groups. This smart segmentation allows you to focus cultivation and solicitation efforts on who is likely and capable to give - ultimately helping you raise more money.

	VIP	Fan	LongShot	Acquaintance
Who are They?	VIPs are valuable assets –have given to you or those like you in the past, and have the capacity to give larger gifts.	Fans are your strong loyal donors – they have given consistently to you but don't have the capacity to make large gifts.	LongShots are long-term projects – they have the capacity to make larger gifts with strong cultivation.	Acquaintances – don't know you and don't have money to give you. They may be new to the organization or they may simply not have an interest in your mission.
What's the Goal?	<i>Cultivate & Steward to Maintain as a VIP</i>	<i>Maintain as Loyal Annual Donors and Upgrade to Higher Ask Amounts</i>	<i>Long-term Cultivation to Transition to VIP</i>	<i>Minimize Investment</i>
What's the Strategy?	Cultivate & Steward VIPs are your most valued supporters – keep them retained through high-touch, communication so they make larger gifts.	Acquire & Upgrade An investment in your Fans is an investment in your organization's future.	Qualify & Inspire LongShots have high capacity to make a gift but need to be inspired with your mission to become a donor.	Minimize & Monitor Communicate your mission to your Acquaintances via low-cost methods.
What's the Action?	Valuable assets need to be safeguarded - get to know your VIP and let them know you appreciate their passion and support.	Investments take time to mature – keep your Fans coming back and focus on their upgrade potential by asking for higher gifts over time.	Identify and qualify your LongShot's gift potential before investing too much, but when you do, create a thoughtful cultivation plan.	Minimize investment on your Acquaintances, but monitor who they are if they have potential ties to the organization (i.e., alumni)